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## Media Release

### **Manpower Employment Outlook Survey**

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## **Manpower Employment Outlook Survey shows potential signs of labour market recovery in New Zealand**

According to the Manpower Employment Outlook Survey released today, New Zealand job seekers should see a moderately improved labour market in the final quarter of 2009, with a greater percentage of employers saying they will hold on to the staff they have, suggesting some stability in the next three months .

The survey of 720 New Zealand employers shows hiring intentions for the next three months remain in negative territory, with the Net Employment Outlook at -1%. However, the Outlook does indicate that employer confidence may be on the rise after two successive quarters of moderate improvement. This is due to a rise in the proportion of employers planning to increase hiring (14 percent, up from 12 percent in Q.3) and a fall in the number who plan to decrease hiring (13 percent, compared to 18 percent in Q.3). Hiring intentions are still weaker than a year ago, however, when the Net Employment Outlook, adjusted for seasonal variations, stood at +8%.

“While hiring plans remain sluggish, this is an encouraging sign that the New Zealand job market is stabilising. Businesses and employees have faced some tough times in the past year, but it appears that the employer forecasts are a bit more optimistic than they have been for some time now,” said Lincoln Crawley, Managing Director, Manpower Australia and New Zealand.

Certain industries are faring better than others: 18 percent of Manufacturing industry sector employers plan to increase hiring (up from 12 percent in Q.3) and while only 13 percent of Finance, Insurance & Retail sector employers are set to increase their hiring, just five percent plan a decrease. Meanwhile, 24 percent of Transportation & Utilities sector employers intend to increase hiring in the fourth quarter (up from 20 percent in Q3), resulting in a Net Employment Outlook of +7%, one of the strongest industry sector forecasts for the fourth quarter.

The job market’s recovery may not be evenly spread across the nation, however, with Christchurch facing a Net Employment Outlook of -10%, the least optimistic employer forecast since the New Zealand survey was launched in the second quarter of 2004, and the only region where employers are projecting a slower hiring pace than in the previous quarter. Employers in Auckland (-2%) and Wellington, (-2%) on the other hand, are anticipating a moderately improved hiring climate in comparison to the third quarter.

Mr Chris Riley, General Manager, Sales & Marketing / Manpower New Zealand, said one of the defining characteristics of this downturn has been the way in which different sectors and regions have felt the pain. For example, in the first quarter of 2009, the Services sector saw the most positive Outlook (+14%), but is now one of the weakest at -4%. Yet Transportation & Utilities has been a bright spot, starting the year at +9%, and remaining positive throughout, now at +7.

“The message here for jobseekers is that it’s vital to stay flexible, retrain where possible and tap into networks for new opportunities. The economy hasn’t contracted

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evenly, nor will it grow again in a uniform way, so people need to be adaptable and go where the demand is.

“We have already seen in our research, and in talking to employers, that skills shortages still exist in some areas in New Zealand, including engineers, sales professionals and trades. And while the downturn has provided a welcome respite for many organisations who had struggled to find the talent they need, it certainly won't last forever. Smart companies will be working hard, right now, to both attract and retain top performers who will see them through the downturn and beyond,” Mr Riley said.

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**For further information and to arrange an interview please contact:**

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**Note to Editors**

Full survey results for each of the 35 countries and territories included in this quarter's survey, plus regional and global comparisons, can be found in the Research Centre at [www.manpower.ca](http://www.manpower.ca). In addition, all tables and graphs from the full report are available to be downloaded for use in publication or broadcast from the Manpower Web site at <http://www.manpower.com/library>.

Note that in Quarter 2 of 2008, the survey adopted the TRAMO-SEATS model for seasonal adjustment of data. As a result, you may notice some seasonally adjusted data points change slightly from previous reports. This model is recommended by the Eurostat department of the European Union and the European Central Bank and is widely used internationally.

**About the Survey**

The Manpower Employment Outlook Survey is conducted quarterly to measure employers' intentions to increase or decrease the number of employees in their workforce during the next quarter. It is the most extensive forward-looking survey of its kind, unparalleled in its size, scope, longevity and area of focus. The Survey has been running for more than 45 years and is one of the most trusted surveys of employment activity in the world. The Manpower Employment Outlook Survey is based on interviews with more than 72,000 public and private employers worldwide and is considered a highly respected economic indicator.

The Manpower Employment Outlook Survey is currently available for 35 countries and territories: Argentina, Australia, Austria, Belgium, Brazil, Canada, China, Colombia, Costa Rica, Czech Republic, France, Germany, Greece, Guatemala, Hong Kong, India, Ireland, Italy, Japan, Mexico, Netherlands, New Zealand, Norway, Peru, Poland, Romania, Singapore, Spain, South Africa, Sweden, Switzerland, Taiwan, the United Kingdom and the United States. The program began in the United States and Canada in 1962, and the United Kingdom was added in 1966. Mexico and Ireland launched the survey in 2002, and 13 additional countries were added to the program in 2003. New Zealand joined the program in 2004, China, India, Switzerland and Taiwan were added in 2005, and Argentina, Peru, Costa Rica and South Africa joined in 2006. Colombia, the Czech Republic, Greece, Guatemala, Poland and Romania joined in 2008; Brazil and Hungary joined in 2009. For more information, visit the Manpower Inc. Web site at [www.manpower.com](http://www.manpower.com) and enter the Research Center.

**About Manpower Inc.**

Manpower Inc. (NYSE: MAN) is a world leader in the employment services industry; creating and delivering services that enable its clients to win in the changing world of work. Celebrating its 60<sup>th</sup> anniversary in 2008, the \$22 billion company offers employers a range of services for the entire employment and business cycle including permanent, temporary and contract recruitment; employee assessment and selection; training; outplacement; outsourcing and consulting. Manpower's worldwide network of 4,100 offices in 82 countries and territories enables the company to meet the needs of its 400,000 clients per year, including small and medium size enterprises in all industry sectors, as well as the world's largest multinational corporations. The focus of Manpower's work is on raising productivity through improved quality, efficiency and cost-reduction across their total workforce, enabling clients to concentrate on their core business activities. Manpower Inc. operates under five brands: Manpower, Manpower Professional, Elan, Jefferson Wells and Right Management. More information on Manpower Inc. is available at [www.manpower.com](http://www.manpower.com).